

## What are Good Goals?

**Good goals** are broad statements that directly relate to the general purpose of a program, NOT what a program will do. Well-written goals help to establish the overall direction for and focus of a school health program, define the scope of what the program should achieve, and serve as the foundation for developing program objectives.

### Good goals are:

- **Declarative statement**-- provide a complete sentence that describes a program outcome.
- **Jargon-free**—use language that most people in the field outside your own agency are likely to understand.
- **Short**—use few words to make a statement
- **Concise**—get the complete idea of your goal across as simply and briefly as possible leaving out unnecessary detail.
- **Easily understood**—provide a goal in which the language is clear and for which there is a clear rationale.
- **Positive terms**—frame the outcomes in positive terms or in terms of a decrease in health risk behaviors. Avoid the use of double negatives.
- **Framework for objectives**—provide a framework so that the objectives are stepping stones to make progress to achieve the goals.

### There are two key steps to writing a good goal:

1. Specify a health problem or health risk behavior.
2. Identify the target population that will be changed as a result of a successful project.